

Message Text

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ACTION ARA-10

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FM AMCONSUL BELIZE

TO SECSTATE WASHDC 3302

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY 1974 COMMERCIAL PROGRAMS FOR ALL ARA POSTS

REF: STATE 234462

1. OBJECTIVE ONE: PROMOTE SALES OF LIGHT AGRICULTURAL MACHINERY OF U.S. MANUFACTURE. BY FEBRUARY 28 WE SHALL TRY TO OBTAIN FROM THE CANE FARMERS ASSOCIATION AN IDEA OF THE MARKET SIZE FOR SUCH MACHINERY. BY APRIL 30 WE SHALL HAVE SUBMITTED TRADE OPPORTUNITIES ON MAJOR DISTRIBUTORS OF AGRICULTURAL MACHINERY IN BELIZE.

2. OBJECTIVE TWO: INCREASE THE SALE OF U.S. ROAD BUILDING MACHINERY. THE MAJOR PUBLIC WORKS PROGRAM IN BELIZE IS ROAD BUILDING. THE GOB DEPARTMENT OF PUBLIC WORKS PREFERS U.S. EQUIPMENT. THE MAJOR IMPEDIMENT IS FINANCING. WE SHALL MAKE INQUIRIES WITH EX-IM BANK BY JANUARY 18 ASKING IT TO CONTACT THE GOB DIRECTLY. WE SHALL FOLLOW UP WITH THE GOB AND, HOPEFULLY, WE SHALL HAVE IDEA OF ITS NEEDS BY JUNE 30.

3. OBJECTIVE THREE: INCREASE THE SALE OF MARINE HARDWARE. ONE OF THE MOST IMPORTANT EXPORT INDUSTRIES IN BELIZE IS THE FISHING INDUSTRY. AS LOBSTER SUPPLIES D*INDLE, THE FISHING CO-

OPERATIVES WILL BE LOOKING TOWARD EXPANDING INTO SCALE AND DEEP-SEA SHRIMP FISHING. BY JANUARY 30 WE SHALL SUBMIT A TRADE OPPORTUNITY OUTLINING NEEDS FOR MARINE FISHING EQUIPMENT OF THE BELIZE FISHERMEN COOPERATIVE ASSOCIATION STORE. FURTHER WE SHALL EXPLORE THE POSSIBILITY OF ENTERING INTO JOINT VENTURE

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OPERATIONS WITH U.S. FISHING FIRMS.

4. OBJECTIVE FOUR: ATTEMPT TO GENERATE INTEREST IN A U.S. FRANCHISE. BY FEBRUARY 28 WE SHALL CONTACT THE MAJOR CHICKEN PRODUCERS HERE TO SEE IF THEY ARE INTERESTED IN STARTING A U.S. FRANCHISE, SUCH AS KENTUCKY FRIED CHICKEN. IF THE INTEREST IS POSITIVE, WE SHALL CABLE A TRADE OPPORTUNITY BY THAT DATE.

5. WE REGRET THE DELAY IN SUBMITTING OUR PROGRAM. HOWEVER, WE BELIEVE OUR OBJECTIVES ARE REASONABLE AND WE HOPE TO DEVELOP MORE OBJECTIVES AS THE YEAR PROGRESSES AND MORE TIME BECOMES AVAILABLE TO PROMOTE COMMERCIAL OBJECTIVES. DRISCOLL

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